

What Is Claimed Is:

1. A method for use in providing location based services to a subscriber of a wireless network, comprising the steps of:
  - receiving an input based on a wireless communication involving a wireless transceiver of said subscriber;
  - obtaining subscriber location information regarding a location of said wireless transceiver;
  - based on said obtained subscriber location information, selecting service information relative to wireless communication; and
  - outputting said selected service information to said subscriber via said wireless transceiver, wherein the subscriber's transceiver is used to provide, to the subscriber, information based on a location of the subscriber.
2. A method as set forth in Claim 1, wherein said step of receiving comprises identifying a user input, transmitted by said wireless transceiver, associated with a location based service function.
3. A method as set forth in Claim 1, wherein said step of obtaining comprises receiving an LFE output from location finding equipment.
4. A method as set forth in Claim 3, wherein said step of obtaining comprises processing said LFE output to obtain said location information.
5. A method as set forth in Claim 1, wherein said step of obtaining comprises conducting a network based analysis to determine said subscriber location information, said network based analysis involving analysis of at least one transmission from a transmitter having a known location within said wireless network.
6. A method as set forth in Claim 1; wherein said step of selecting service information involves accessing service provider location information of a service provider, said service provider location information being based on an LFE output.
7. A method as set forth in Claim 1, wherein said step of selecting service information comprises obtaining one of a local condition and a service location relative to said obtained subscriber location information.
8. A method as set forth in Claim 7, wherein said local condition comprises one of traffic, road and weather information.
9. A method as set forth in Claim 7, wherein said service location relates to one of a food, lodging, store, towing, and service station location.

10. A method as set forth in Claim 1, wherein said step of selecting comprises comparing said location information to a subscriber service data base including said service information and corresponding service location information.

5 11. A method as set forth in Claim 1, wherein said step of selecting comprises accessing stored subscriber profile information relative to said service request.

12. A method as set forth in Claim 11, wherein said subscriber profile information includes preferences of said subscriber relative to said service request.

13. A method as set forth in Claim 11, wherein said subscriber profile information includes financial information of said subscriber.

10 14. A method as set forth in Claim 1, wherein said step of outputting comprises making said service information available to processing equipment of said wireless network.

15 15. A method as set forth in Claim 1, wherein said step of outputting comprises transmitting said service information to said wireless transceiver.

16. A method as set forth in Claim 1, wherein said step of outputting comprises causing said wireless transmitter to provide one of an audio or visual signal to said subscriber.

20 17. A method as set forth in Claim 1, further comprising the step of: establishing communications with a service provider based on said service request.

18. A method as set forth in Claim 17, wherein said step of establishing comprises transmitting information regarding said subscriber to said service provider.

25 19. A method as set forth in Claim 17, wherein said step of establishing comprises providing said subscriber a menu of choices relative to said service request and receiving a subscriber selection relative to said menu.

20. A method as set forth in Claim 17, wherein said step of establishing comprises providing one of a telephone and computer communications link.

21. A method for use in providing location based services to a communications network user, comprising the steps of:

receiving a service request from said network user requesting access to a location based service;

5 obtaining location information regarding a location of said user based on an origination location of said received service request;

accessing stored user profile information based on said service request;

using said obtained location information and said stored user profile information to determine user service information relative to said service request; and

10 providing an output including said user service information, wherein said output is based on said obtained location information and said stored user profile information.

22. A method as set forth in Claim 21, wherein said step of receiving a service request comprises receiving a telephone transmission.

23. A method as set forth in Claim 21, wherein said step of using comprises  
15 comparing said location information to a user service database including said user service information and corresponding service location information.

24. A method as set forth in Claim 21, wherein said user profile information includes preferences of said user relative to said service request.

25. A method as set forth in Claim 21, wherein said user profile information  
20 includes financial information of said user.

26. A method as set forth in Claim 21, further comprising the step of:  
establishing communications with a service provider based on said service request.

27. A method as set forth in Claim 26, wherein said step of establishing  
25 comprises transmitting information regarding said user to said service provider.

28. A method as set forth in Claim 26, wherein said step of establishing comprises providing said user a menu of choices relative to said service request and receiving a user selection relative to said menu.

29. A method as set forth in Claim 26, wherein said step of establishing  
30 comprises providing one of a telephone and computer communications link.

30. A method as set forth in claim 26, wherein said step of providing an output comprises outputting said user service information to said user.

31. An apparatus for use in providing location based services to subscribers of a wireless telecommunications network, said network including processing equipment for use in processing communications requests and location finding equipment for providing location information relative to wireless transceivers of said network,  
5 comprising:

first receiving means, associated with said processing equipment, for receiving a service request originating from a wireless transceiver of a network subscriber requesting access to a location based service;

10 second receiving means, associated with said location finding equipment, for receiving location information regarding said wireless transceiver;

processing means, operatively associated with said first and second receiving means to obtain said service request and said location information, for obtaining service information based on said service request and said location information; and

15 output means, operatively associated with said processing means, for outputting said service information to said wireless transceiver via said processing equipment.

32. An apparatus as set forth in Claim 31, further comprising memory means for storing subscriber profile information, said subscriber profile information including information regarding said subscriber for use in providing said location based services, wherein said processing means is operative for accessing said subscriber profile  
20 information in response to said service request such that said service information is obtained on said profile information.

33. An apparatus as set forth in Claim 31, further comprising means for establishing communications with a service provider based on said service request.

34. An apparatus as set forth in Claim 33, wherein said means for establishing  
25 comprises means for connecting one of said wireless transceiver and said processing means to service provider equipment for exchange of information therebetween.

